



## PRESS RELEASE

### **Personal greetings from Germany's top scenic spots: MyPostcard and Euroscope offer free postcards**

**Berlin, 04.04.2022** - Easter time is time to travel: Just in time for the upcoming holidays, MyPostcard, Germany's most successful postcard app, is launching a joint postcard campaign together with Europe's largest production and operating company of coin-operated binocular telescopes, Euroscope. Starting immediately, at ten prominent panoramic spots in Germany, visitors will have the opportunity to send free personalized vacation greetings with their own photos via the MyPostcard app. For this purpose, special QR codes have been attached to the observation telescopes of the company Euroscope for a period of six months.

The selected locations include: Berlin (Tegeler See), Cuxhaven (Alte Liebe), Eider Werk (Tönning Eidersperrwerk), Freiburg (Schlossberg), Hamburg (Landungsbrücken), Cologne (Hohenzollernbrücke), Constance (Konstanz Uferpark), Kühlungsborn (Seebrücke), Norddeich (Norddeich Mole), Warnemünde (Warnemünder Mole).

#### **How it works:**

At the observation point, visitors<sup>1</sup> can scan the QR code and download the free MyPostcard app from the app store. After successfully downloading the app and registering, the user can design an individualized postcard with the help of various formats, over 50,000 design templates and their own images. After entering the recipient's address and completing the order, the postcard is processed within 24 hours (on business days). MyPostcard prints, stamps and sends the first postcard for new customers free of charge.

#### **The most beautiful scenery points for the perfect postcard motif**

##### **Alte Liebe, Cuxhaven**

The "Alte Liebe" is one of the most popular sights in Cuxhaven, Lower Saxony. Originally built in the 18th century as a breakwater and ship dock, the structure now serves as a viewing platform. From the two-story observation deck at the

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<sup>1</sup> This offer is valid for all new MyPostcard customers.





harbor, visitors not only have a breathtaking view, but can also watch the very large ships on their way to and from Hamburg.

### **Hohenzollern Bridge, Cologne**

The Hohenzollern Bridge is definitely the most impressive of Cologne's Rhine bridges. It has been particularly popular with couples for several years and is therefore often called "Cologne's lovers' bridge", as around 340,000 locks from people in love now adorn the bridge. From the viewpoint next to it, visitors can enjoy a sensational view of the bridge, Cologne Cathedral and its old town, making it a meeting point for photographers from all over the world. Note: Best as a spot for night photography.

### **Constance Uferpark, Constance**

The beautiful and well maintained park found directly on Lake Constance doesn't only invite visitors to linger. They can also enjoy unique sunsets in the evening hours from here - the ideal souvenir to send to family and friends.

### **Landungsbrücken, Hamburg**

The most popular lookout point at the port of Hamburg are the Landungsbrücken. And not without reason! Visitors are offered a perfect view of the harbor panorama and over the entire skyline of the Hanseatic city.

### **Norddeich Mole, Norddeich**

The breakwater jutting out into the North Sea is also found in various other coastal towns, but it is very pronounced in Norddeich. From there, visitors enjoy a unique view of the Wadden Sea and can even glimpse the island of Norderney in the background if they look closely.

### **Schlossberg (Cannon Square), Freiburg**

Get out of the city and into nature: Freiburg's Schlossberg invites you to linger with its unique views of the city and the Black Forest. The Kanonenplatz on the Schlossberg is especially popular as a romantic spot for couples in the evening hours, when the sun gradually sets behind the Vosges Mountains.

### **Lake Tegel, Berlin**

Pure relaxation and all that in the German capital: In the north of Berlin you can find the second largest lake of Berlin, which is one of the most beautiful excursion destinations in Berlin with its seven islands. On the platform at the southern Greenwichpromenade visitors can enjoy the beautiful panorama over the entire lake.





### **Tönning Eidersperrwerk, Eider Werk**

The gigantic Eider barrage near Tönning is a popular excursion site on the Eiderstedt peninsula. It connects the district of Dithmarschen with Eiderstedt in North Frisia. From there, visitors can enjoy an excellent view into the distance and watch the departure of fishing boats.

### **Warnemünde pier, Warnemünde**

The Warnemünde piers have become a real attraction for visitors from the surrounding area. There are three piers: the West Pier, the East Pier and the small "Middle Pier". On the West Pier, visitors have the opportunity to walk about 550 meters out to sea and enjoy a fantastic view of the Baltic Sea and the arriving sailing and cruise ships.

The action continues until August 2022.

### **About Euroscope**

The head of the Euroscope group is the company, Automaten Winkels GmbH & Co. KG, a family business in the third generation, with headquarters in Wuppertal. With its European subsidiaries, it is the largest production and operating company of tourist, mainly coin-operated vending machines in Europe.

### **About MyPostcard**

MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of printing, and delivering the personalized postcards worldwide with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over five million users. Today, 35 employees work at the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of





the Year category, as well as the coveted Licensing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard also won the Gold Globee® in the category “Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information” for the campaign, “One Million Postcards #ForMeForUs.” The MyPostcard app is available free of charge in the App Store (ranked 4.7 stars) and Play Store (ranked 4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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